

SEPTEMBER 2020

CME In the Loop

A lifetime of learning

CME IN THE TIME OF COVID.

SUNY Downstate
Office of CME

As we embark into a new academic year, medical meetings provides a challenge in the time of social distancing. As events of all types move from face-to-face to virtual, Continuing Medical Education (CME) is also adapting to virtual meetings. Whether it is a Grand Rounds or live one-day meeting, how do we make these meetings effective, meaningful and interactive? The exchanging of ideas and sharing of scientific data can still happen with the right technology. While nothing can compare to an in-person meeting and networking, virtual conferences have now become part of the medical meetings landscape. Hybrid meetings are the future.

The Office of CME is prepared to assist you in taking your meeting to a new level. With virtual meetings, the reach is worldwide, technology can create a virtual lobby allowing participants to feel welcome and maneuver the various areas of the meeting such as live sessions, e-posters, exhibition and a concierge service for online help. Setups of all kind are available to make your meetings more exciting, depending on budget. You can engage audiences with live polls and breakout rooms.

If you are looking a safe and alternative way to have your annual meetings, contact us for assistance. Whatever your budget, there is a way to reach your audience, and you can do it without having to schedule a room!



TO OUR FRONTLINE HEROES,
THANK YOU FOR ALL YOU DO!

To show our appreciation, we are offering free CME credits,
- <https://www.surveymonkey.com/r/COVID19CME>

DISCLOSURE FORM ● ● ●

The current Disclosure Form
is available online
at https://downstate.co1.qualtrics.com/jfe/form/SV_6GbIx xOPIppg7Vb

You can also download a
hard copy at
<http://www.downstate.edu/cme/applications.html>

Downstate Coordinators use
the following link to access
Qualtrics -
<https://downstate.co1.qualtrics.com>

Login using your Downstate
e-mail address and your old
Lotus Notes password to
access the system.

Affiliate Coordinators use
the invited link or request
one from the CME Office.

**EVALUATION: Your
Grand Round
evaluation should be
online, let us know and
we'll be happy to setup
a template for your
department**



What's Trending in CME?

All Things Virtual!

GUIDELINES FOR FLYERS / BROCHURES / ANNOUNCEMENTS OF VIRTUAL CME ACCREDITED ACTIVITIES

The following elements should be included in a flyer, brochure or announcement of a CME accredited activity:

- Link for live stream of the meeting, password and telephone access for those without audio or video access;
- If your audience is beyond the Downstate Campus, add information on how to obtain CME credit.
- Have a live person available to answer the phone for technical difficulties. Also provide an e-mail address.
- Setup an online evaluation system.
- Communicate organization or department name, date, time of meeting, password if any
- Add Speaker(s) credentials
- Target audience & objectives of topics
- Disclosure information of planners and presenters, commercial support info (if any) [i] *
- Accreditation & Designation statements
- Notices about online conduct, such as muting microphones, etc



VIRTUAL MEETING CONSIDERATIONS

- ❖ Live or recorded sessions; consider time zones of your audience
- ❖ Training your speakers and stakeholders on technology
- ❖ Split Focus of attendee, virtual event attendees are likely working at home, juggling distractions.
- ❖ Length of meeting, you want to adjust your event schedule especially if your conference traditionally has many concurrent sessions.
- ❖ Add frequent breaks, for Zoom fatigue, water etc.
- ❖ Using polling and surveys for attendee feedback and keeping them engaged
- ❖ Discussion and breakout sessions; keep the conversation going
- ❖ Use live chat for Q&A
- ❖ Adding a virtual networking hour/ Entertainment

Resources:

<https://www.accme.org/resources-category/novel-coronavirus-education>

<https://www.communitybrands.com>

DID YOU KNOW?

You can create surveys and collect attendance in MS Team, generate a QR code and add it to your slides.

GETTING MAINTENANCE OF CERTIFICATION (MOC) CREDITS. FOR YOUR GRAND ROUNDS/CASE CONFERENCES & M&MS.

The activity or its content is peer-reviewed by at least two reviewers who are not the author(s). The process of peer review means that the activity or educational materials are reviewed by other physicians who are sufficiently familiar with the subject matter of the activity or material to be able to render an opinion as to whether the activity or materials align with the learning objectives and are fair, accurate, and free of commercial bias. No one from the Planning Committee can be part of the Peer Review process. [Continue Reading...](#)

REVIEW YOUR SIGNED DISCLOSURE FORMS!

EXAMPLES Disclosures: The planner(s) and speaker(s) disclose they have no relevant financial relationships with commercial interests. **OR** Jane Doe, MD, planner, has received honoraria as a speaker for Merck.

John Smith, MD PhD, speaker, is a consultant for Johnson & Johnson.

EXAMPLES Commercial Support: Novartis has provided an educational grant in support of this activity.

OR This activity has received an educational grant from AstraZeneca.

PLEASE DO NOT PUT “yes”, state what the disclosure or the support is. The information collected is for your participants not the Office of CME. The flyer given to the Office of CME is the evidence that disclosure was done.

[i] *Accreditation Council for Continuing Medical Education, Standards for Commercial Support, 1.1: A CME provider must ensure the following decisions were made free of control of a commercial interest: a) Identification of CME needs; b) Determination of educational objective; c) Selection and presentation of content; d) Selection of all persons and organizations that will be in a position to control content of the CME; e) Selection of educational methods; f) Evaluation of the activity. [Note: These are all functions of the Planning Committee.]

Collect slides presentation for review from anyone with disclosures.

What is CME? Continuing Medical Education (CME) is an educational activity designed to improve physician performance leading to **enhanced patient care**. **Physicians and other healthcare professionals use CME credit to meet professional [requirements](#)*** and to demonstrate their personal commitment to professional development.

**essential to maintain a full medical license to practice, specialty board certification, clinical privileges and credentialing.*



Stay Safe, mask on!

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